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Reserve

COOPERATIVE PLANS FOR BETTER NUTRITION WEEK IN TENNESSEE

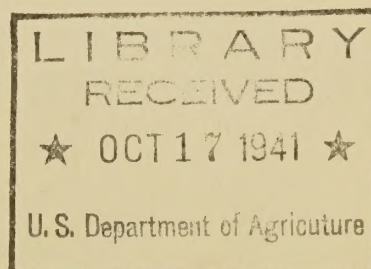
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no. 1

The Tennessee State Nutrition Committee has just completed a State-wide Better Nutrition--Home Food Supply Week, sponsored by the Governor of the State. For the Extension Service, this superseded the customary annual Better Homes Week, and all State and county field workers and the editorial staff were mobilized. An important feature of the plan was the cooperation of all grocery chains operating in the State, also of a number of independent food dealers. Plans were made far in advance to arouse the maximum interest and reap effective results through consistent follow-up. A red, white, and blue poster, "Help Make America Strong," and a daily food check and meal pattern were widely distributed. Colored stickers were used for automobiles and for windows of cooperating stores, and the same design appeared in advertisements.

We believe you will be interested in the Suggested Publicity Plan and the news item describing the cooperation of the chain stores which follow. Note especially the plan for store-window exhibits to be shown throughout the year. This material, which has been briefed a little, was furnished by J. H. McLeod, Assistant Director of Extension in Tennessee.



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SUGGESTED PUBLICITY PLAN FOR PROMOTION
OF FOOD-NUTRITION WEEK
APRIL 27-MAY 3

1. Chairman of chain stores committee and advertising representatives will be supplied with file of all food and nutrition material issued by the Agricultural Extension Service and University of Tennessee.
2. Story on Governor's proclamation of Nutrition Week to be prepared by extension editors for Hilton Butler of the State Public Relations Department; copy of story and proclamation to be supplied to chain store representatives.
3. Mr. Butler will release proclamation with picture of Governor to the daily and weekly press with story.
4. The director of extension will write county judges calling attention to Nutrition Week, enclose copy of Governor's proclamation with suggestion that they issue proclamation for their counties.
5. The Director of Extension will prepare a letter to be sent to all county farm and home agents, farm security administrators, State nutrition committee, and other interested organizations with copy of proclamation, calling attention to cooperation of chain stores in the Program.
6. The extension editor will prepare letter to all newspapers calling attention to program and Nutrition Week and will emphasize cooperation of chain stores and the possibility of advertising. Mat of emblem for week will be enclosed for use in advertising.
7. Chairman of A & P Public Relations Department, will work with assistant extension editor, and chain-stores chairman in developing feature stories on the program for the daily press. These stories to be illustrated features for Food Pages, etc. Conference of extension editors, chain-stores chairman, and publicity men will be held in Nashville, April 11 and 12.
8. The extension editorial department will supply material on program to the press of the State through regular weekly news service and prepare series of special articles for use by county nutrition chairmen.
9. County farm and home agents will be instructed to feature nutrition material in their notes prepared for local papers, and also to supply papers with spot-news material.
10. The extension service will supply 8 by 12 inch, red, white, and blue window stickers for store windows showing cooperation in Nutrition

Week. This emblem will also be issued as small auto and display stickers for agents and stores and in mat form for use in newspaper advertising as mentioned in No. 6.

11. During Nutrition Week, chain stores will have a special display of all the basic foods -- will distribute literature on food values, menus, etc.
12. Chain stores will provide such nutrition speakers as they have available for Nutrition Week.
13. Chain stores will start featuring some one basic food product in their displays with suitable placards, literature, etc., following Nutrition Week, this to be continued through the year.
14. Assistant extension editor will prepare material on the program for the radio program, which is supplied to 15 stations daily. He will also prepare special radio talks to be given by Miss Cullens, of District II, over Station WSM, Nashville; Miss Bama Finger, of District III, over radio station in Chattanooga; Miss Oma Worley over radio station WNOX, Knoxville; Miss Inez Lovelace, home agent, over radio station at Johnson City; and other agents where stations are available.
15. The radio scripts prepared by Carson will be converted into basic material for suggested talks before civic clubs and other organizations.
16. All publicity possible will be given the program and Food Week in meetings held by agents in connection with the enrollment of farm families in the State home food supply program.

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CHAIN STORES BACK BETTER NUTRITION PROGRAM*

COOPERATING IN EDUCATIONAL MOVEMENT TO ACQUAINT PUBLIC WITH FOOD VALUES

The Tennessee Chain Stores Council with headquarters at Murfreesboro has pledged support to the State Better Nutrition--Home Food Supply Program sponsored by the University of Tennessee Agricultural Extension Service in cooperation with the State Department of Agriculture and other agencies.

Support to the movement was given at a recent meeting of chain-store representatives with extension officials at Knoxville at which plans for a "Better Nutrition Week" to be held some time this spring were discussed.

Governor Cooper, who is sponsoring the State Home Food Supply Program, is planning to issue a proclamation designating a week for centering attention on production of home food supplies and better nutrition as a National Defense measure.

During the week the Extension Service will lead an intensive educational campaign to acquaint the general public, both rural and urban, with foods that provide a healthful, well-balanced diet. Chain food stores as well as independent food stores will cooperate by emphasizing proper foods for a good diet in advertising, and in window and store displays.

Over 100 county and community Better Nutrition--Home Food Supply rallies and tours will be arranged by farm and home agents during Nutrition Week. Food demonstrations and visits to outstanding farm gardens and stores having special displays of food products will be features of the rallies and tours.

* Excerpt from Tennessee Farm and Home News Release of March 31, 1941.

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